

M.A. Curriculum (4 semesters)
Course Structure

Semester 1

Sl. no	Course Code	Course/Paper	Credits	Internal assessment	Final examination	Total
1	MMC101	Principles of Communication (advanced)	3	40	60	100
2	MMC102	Theories and Models of Communication – Debates and discourse	2	40	60	100
3	MMC103	Global Communication : Current debates	2	40	60	100
4	MMC103	India's Political Economy	2	40	60	100
5	MMC105	Practical – Computer Skills and Software for Print Media	3	20	80	100
6	MMC106	Practical – Radio Production	3	20	80	100

Semester 2

Sl. no	Course Code	Course/Paper	Credits	Internal assessment	Final examination	Total
1	MMC201	Print Media: Reporting, Writing and Editing	3	40	60	100
2	MMC202	Media organisations and functions	3	40	60	100
3	MMC203	Mass Media and Society	2	40	60	100
4	MMC204	Digital Media	2	40	60	100
5	MMC205	Communication Research	3	40	60	100
6	MMC206	Practical - Television Production	3	20	80	100
7	MMC207	Practical- Web Journalism	2	20	80	100

Semester 3

Sl. No	Course Code	Course/Paper	Credits	Internal assessment	Final examination	Total
1	MMC301	Media Laws and Ethics	2	40	60	100
2	MMC302	Public Relations	3	40	60	100
3	MMC303	Advertising	2	40	60	100
4	MMC304	Communication for development and social change	3	40	60	100
5	MMC305	Electronic media – Reporting, Writing and Editing	3	40	60	100
6	MMC306	Practical – Photojournalism	2	20	80	100

Semester 4

Sl. no	Course Code	Course/Paper	Credits	Internal assessment	Final examination	Total
1	MMC401	Film Studies	2	40	60	100
2	MMC402	Intercultural Communication	2	40	60	100
3	MMC403	Political Communication	2	40	60	100
4	MMC404	Practical : Specialization Media Program (Print/ Radio/Television)	3	40	60	100
5	MMC405	Dissertation : Project Report and Viva	6	20	80	100
6	MMC406	Internship – minimum 4 weeks (after 8 th semester, during summer break)	Non credit (students have to submit a certificate from the organisation where they did the internship)			100